

A Proven Partnership

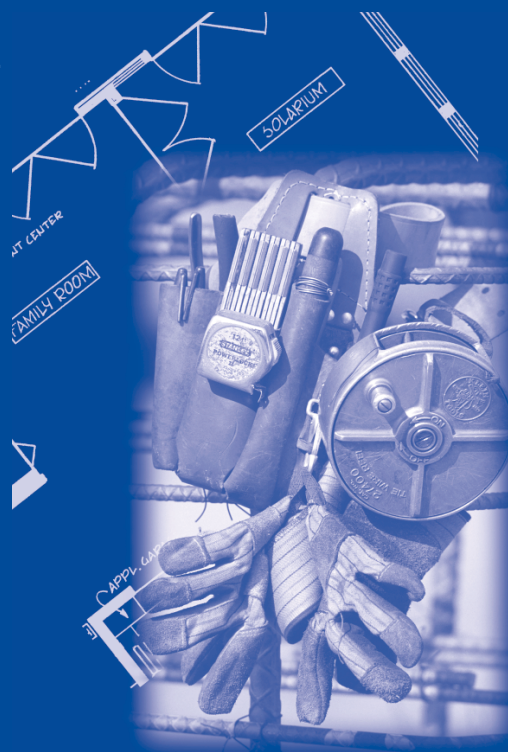
The ENERGY STAR Program creates voluntary partnerships with the home building industry to promote energy-efficient new home construction. The Program provides partners with sales, marketing, and technical tools to successfully build and sell ENERGY STAR Labeled Homes. Builders benefit through increased profits and association with a nationally recognized brand—**ENERGY STAR—the symbol for energy efficiency.**

Here's how the Program works:

- ▶ Builders join ENERGY STAR for Homes.
- ▶ Builders construct homes to meet a clear performance level—at least 30 percent more efficient than the National Model Energy Code (MEC).
- ▶ Homes are tested and rated by an independent third party.
- ▶ Qualified homes receive the ENERGY STAR label.
- ▶ Builders can use ENERGY STAR promotional materials and techniques to gain significant market advantage for their energy-efficient homes.

ENERGY STAR for Homes is
good for your business and
good for the environment.

It's that simple.



Here's what ENERGY STAR partners and home buyers are saying about ENERGY STAR for Homes:

Builders of ENERGY STAR Labeled Homes:

"By participating in the ENERGY STAR Program, we've drastically lowered the expense of heating and cooling and have been able to deliver what home buyers really want — affordable value."

Michael B. Davis
Best Homes
Indianapolis, Indiana

"When [home buyers] learn they can save as much as a month's worth of mortgage cost per year on their utility bills, they understand and want the long-term added value of an energy-efficient home."

Robert Ward
Bob Ward New Homes Group
Edgewood, Maryland

"The ENERGY STAR designation allows us to differentiate ourselves from the competition. Customers have a reputable source that can validate the importance of energy-efficient features that are included in our homes."

Richard Obernesser
Pulte Homes
Phoenix, Arizona

Buyers of ENERGY STAR Labeled Homes:

"Because of the energy savings the builder projected, we looked at a larger home. I was able to get a bigger and better home entirely on the monthly savings."

Michael and Sheila Burke
Ashburn Farm, Virginia

"Our house met so many needs. We wanted lots of light, but we didn't want to overheat in the summer. We wanted a tight house, but we didn't want moisture problems. We wanted low heating bills. We met each of those needs. It really does work!"

Alan and Marilyn Cable
Medina, Wisconsin

"My new home is extremely energy efficient. In February, my power bill was only \$60, and I live in a 3,000 square foot home!"

J.P. Feyte
Phoenix, Arizona

ENERGY STAR Hotline: 1-888-STAR-YES (1-888-782-7937)
Web site: www.energystar.gov



United States
Environmental Protection
Agency

EPA 430-F-99-005
May 2001

Air and Radiation (6202J)



ENERGY STAR[®] for Homes a **Blueprint** for your **Success**



Built-in Benefits

Once you join ENERGY STAR® for Homes, your business will gain a significant competitive advantage by offering increased value to your customers.

Differentiate Yourself From Competitors — Gain valuable visibility with the nationally recognized ENERGY STAR label and association with the Environmental Protection Agency (EPA).

Increase Sales — The built-in energy-saving features can increase your revenue on every ENERGY STAR Labeled Home you sell. In addition, the money your buyers save on energy allows them to afford upgrades, further increasing your sales.

Enhance Customer Satisfaction — In addition to lower ownership cost, the energy-efficient features built into your homes translate into impressive value for your customers. Typical benefits of an ENERGY STAR Labeled Home include lower utility bills, increased comfort and quiet, reduced maintenance costs, and greater assurance of indoor air quality. Also, your home buyers can take pride in knowing they are helping prevent pollution by consuming less energy.

Build It Your Way — As a partner in the ENERGY STAR Program, you make all of the decisions. You don't have to change your preferred designs, layouts, or option packages. You choose the energy features you want to incorporate to meet the ENERGY STAR guidelines.



Tools For Success

One of the many benefits of partnership is access to a wide array of tools that can help you successfully market and sell your ENERGY STAR Labeled Homes:

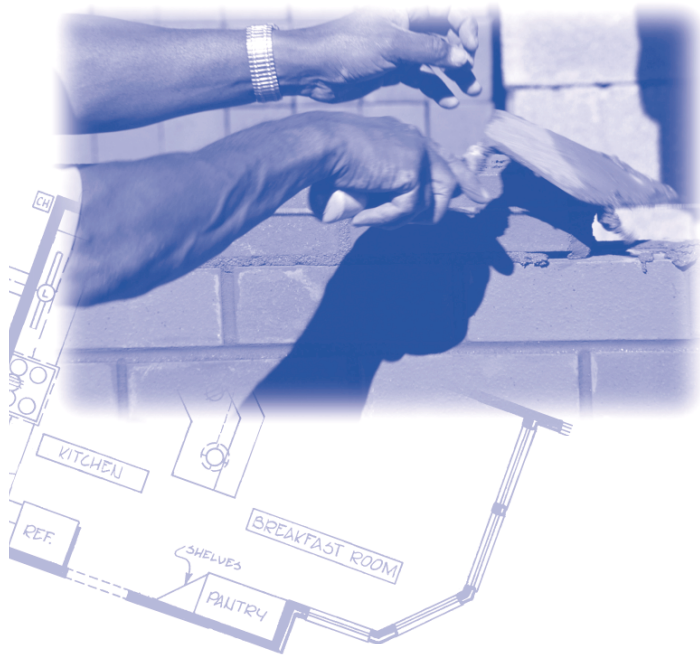
ENERGY STAR Logo — As an ENERGY STAR partner you are licensed to use the distinctive ENERGY STAR logo to truly differentiate your high-efficiency homes from others.

Web-Based Marketing Tools — Use the sample ads, logo slicks, and ad specialty sources listed on our Web site (www.energystar.gov) to develop promotional materials and on-site displays featuring the ENERGY STAR logo.

Support from Local Partners — Utilities and energy raters all over the country are working with builders to promote ENERGY STAR Labeled Homes. The Web site identifies the wide range of technical support, marketing assistance, and incentives available.

Educational Materials for Home Buyers — Use these materials to help your customers understand the critical link between the energy-efficient features of your ENERGY STAR Labeled Home and the benefits (e.g., lower heating and cooling costs and increased comfort and quiet) they will experience when they move in.

Access to Preferred Financing — An ENERGY STAR Mortgage combines the features of conventional or FHA energy efficiency mortgages with at least one additional feature designed to encourage borrowers to purchase ENERGY STAR Labeled Homes. Common additional features include closing cost discounts, interest rate discounts, payments for Home Energy Ratings, and fee waivers.



Join The Team

To learn more about ENERGY STAR and how to participate, call our toll-free hotline at **1-888-STAR-YES (1-888-782-7937)** or visit our Web site at **www.energystar.gov**

Call today and join thousands of other builders across the country who are already reaping the benefits of ENERGY STAR.

